CLAIMS

1. A content information processing apparatus characterized by comprising:

5   first storage means for storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

      viewing information processing means for specifying
10   information of a content distributed to a terminal of the user via a network;

      viewing history storage means for storing viewing historical information including at least the specified information of the content distributed to the user; and

15   incentive means for extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified
20   content supplier in accordance with the description of the content distributed to the user and the number of contents.

      2. The content information processing apparatus according to Claim 1, further comprising distribution means for distributing a content to the terminal of each user.

25   3. The content information processing apparatus according

to Claim 1, wherein the apparatus is connectable via a
communication network to a content distribution terminal for
distributing a content to each user over a network, and

 the viewing information processing means obtains
5 viewing historical information of a content distributed from
the terminal of the content distributor to the user.

 4. The content information processing apparatus according
to any one of Claims 1 to 3, further comprising:

 second storage means for storing at least
10 identification information of each user and assigned-area
information indicating an area which the user belongs to,
wherein

 the first storage means further stores assigned-area
information indicating an area which each content supplier
15 belongs to, and

 the incentive means specifies area information of a
user, to which the content is distributed, with reference to
the second storage means, specifies the content supplier
belonging to the specified area with reference to the first
20 storage means, and gives an incentive to the specified
content supplier for the content distributed to the user.

 5. The content information processing apparatus according
to Claim 4, further comprising:

 registration means for accepting registration of
25 assigned-area information indicating an area, to which a

viewer belongs, to store the information in the second storage means.

6. The content information processing apparatus according to any one of Claims 1 to 3, wherein the viewing information

5 processing means provides viewing historical information to each content supplier.

7. The content information processing apparatus according to any one of Claims 1 to 3, wherein

with reference to the first storage means, the viewing

10 information processing means provides each user with the information pieces of the content suppliers registered in association with the content viewed by the user and accepts the information of a desired content supplier selected from among the content suppliers by the user, and

15 the incentive means gives an incentive to the content supplier accepted from the user.

8. The content information processing apparatus according to Claim 7, wherein

the first storage means further stores advertising

20 information of each content supplier, and

when providing each user with the information pieces of the content suppliers, the viewing information processing means provides the user with the advertising information pieces of the content suppliers stored in the first storage

25 means.

9. The content information processing apparatus according to any one of Claims 1 to 3, further comprising:

user information storage means for relating each user to a content supplier to store the relationship therebetween,

5 wherein

the incentive means gives an incentive for the content viewed by the user to the related content supplier with reference to the user information storage means.

10. The content information processing apparatus

10 according to any one of Claims 1 to 9, wherein the incentive means collects a charge from each user who has received the distribution of the content and gives an allocation, calculated from the collected charge at a predetermined rate, as an incentive to the content supplier.

15 11. The content information processing apparatus according to any one of Claims 1 to 10, wherein

the content includes a video content to be screened at a theater, and

the content supplier includes a theater and/or a video

20 content distributor.

12. A content information processing system including a distribution apparatus for distributing a content to a terminal of the user via a network and a server for processing information related to each content distributed

25 by the distribution apparatus, characterized in that

the server comprises:

viewing information processing means for specifying information of a content distributed from the distribution apparatus to the terminal of the user;

5 first storage means for storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

10 viewing history storage means for storing viewing historical information including at least the specified information of the content distributed to the user; and

incentive means for extracting the information of the content viewed by the user from the viewing historical

15 information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

20 13. A content information processing method executed by a computer, characterized in that

the computer performs the steps of:

storing information of each content to be provided to a user at a real place and information of each content

25 supplier, who provides the content, such that the

information is associated with the other information;

specifying information of a content distributed to a terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

14. A computer program allowing a computer to perform the steps of:

storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

specifying information of a content distributed to a terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the

user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in

5   accordance with the description of the content distributed to the user and the number of contents.

15.   A computer-readable recording medium storing a computer program which allows a computer to perform the steps of:

10   storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

specifying information of a content distributed to a

15   terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the

20   user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed

25   to the user and the number of contents.